

WHAT IS CLAIMED:

1. A point reward method for manufacturer coupons, comprising:
  - providing lists of unique coupon identification data to a plurality of product manufacturers;
  - distributing products with printed coupons corresponding to the unique identification data packaged therewith;
  - reading identification data of coupons of products purchased by consumers with data reading devices which can be associated with individual consumer internet access devices;
  - transmitting consumer identification data and coupon identification data from consumers' internet access devices to a point host system;
  - validating the coupon identification data and awarding points to accounts for the identified consumers; and
  - billing the product manufacturers based on points awarded corresponding to the unique identification data coupons.